

REMARKS

Claims 1-20 are pending in the application and the same are rejected. By this Amendment, claims 1, 8, and 15 are amended. Accordingly, claims 1-20 remain in the application and are presented for review and further consideration by the Examiner.

The Examiner has rejected claims 1-20 under 35 U.S.C. §102(e) as being anticipated by Arellano, et al. U.S. Patent No. 6,694,482. (Examiner's Action, page 3, ¶ 6).

In response, Applicant has amended claims 1, 8, and 15.

Arellano discloses a content delivery system that models a user's preferences and taste and delivers a presentation based on the user's preferences and taste. Arellano does not disclose presenting the frequently used delivery instructions for selection by the particular user. Although a user model is utilized in the process of selecting the content of the presentation, neither the user model nor a user's data is presented for selection by a user. The user is not presented with any delivery instructions from which to select. Therefore, no frequently used delivery instructions, associated with a particular user, are presented for selection by the user.

In contrast, Applicant's independent claims 1, 8, and 15, as amended, include wording that frequently used delivery instructions associated with the particular user are presented for selection by the particular user. Arellano does not disclose presenting any delivery instructions for selection by a user.

Furthermore, Arellano does not disclose presenting frequently used delivery instructions in the interactive delivery interface. Arellano only discloses providing a presentation in a displayed interface. The presentation is not disclosed to include frequently used delivery instructions.

In contrast, Applicant's independent claims 1, 8, and 15, as amended, include wording that frequently used delivery instructions are presented in the

interactive delivery interface. Arellano does not disclose presenting any delivery instructions in an interface.

In view of Applicant's arguments and amendments with respect to independent claims 1, 8, and 15 being allowable, Applicant respectfully submits that the remaining dependent claims are also allowable because they contain all of the limitations of their respective independent claims and further add structural and functional limitations.

The foregoing amendments and arguments are believed to be a complete response to the most recent Examiner's Action.

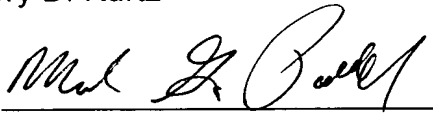
No new matter has been added.

It is respectfully submitted that there is no claim, teaching, motivation, or suggestion in any of the prior art cited, alone or in combination, to produce what Applicant claims.

It is further submitted that the application, as amended, defines patentable subject matter and that the claims are in a condition for allowance. Such allowance at an early date is respectfully requested.

Should any issues remain which would preclude the prompt disposition of this case, it is requested that the Examiner contact the undersigned practitioner by telephone.

Respectfully submitted,
Barry D. Kurtz

By 
Mark G. Pannell
Reg. No. 40,761

Date 03/31/2005
(719) 260-7900